



Joe Burnick's
The Job-Getter
The Blueprint



PRINT THIS OUT NOW!

Step-By-Step Instructions for The Job-Getter Program

The Flyer

1. Intriguing Headline
2. Picture of a Video
3. Strong Call-to-Action – Go Watch The Video! Give them a reason to go to your website!
4. Then tell them to go to the website for a Limited Time Special Offer.
5. Build Trust with a Personal Message and a Person Pic.

The Video

1. You borrow your wife's digital camera (that's what I did)
2. In the video you need to give them the 5 Important Reasons to choose your company.
These can be what ever you want, but make sure one of them explains that your system does NOT void the carpet's warranty. Because that will address the headline from the flyer.
3. Then you use the free software on your computer to edit the footage and cut it down to one to three minutes. I also recommend you add your logo and phone number to the video so others don't steal or borrow your video.
4. Upload it to Youtube and embed it on your website.

Special Offer...Ideas

1. Gift card for \$25 or \$50 towards whole house cleaning. (Make sure you have a minimum)
2. Free chair cleaning with any carpet cleaning.
3. Free Pet Treatment and Deodorization with cleaning.
4. The Classic 1 Free Room trial offer
5. Three Rooms for \$XX (Not recommended for everyone)

Questions? Or for a FREE Consultation CALL 406-493-1881!
Or Visist www.CarpetCleaningWebsites.net